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Mexico

Product Brief

Candy and Confections Products Report 2003

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Report Highlights:

The Mexican import market for candy and confections has continued to grow an average of 30 percent annually in recent years. U.S. producers have distinct technological advantages over the majority of local producers, and Mexican consumers associate U.S. brands with high quality and value.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Mexico [MX2]
[MX]

SECTION I. MARKET OVERVIEW

This report is for informational purposes only; to assist exporters of US food and agricultural products in their sales and promotional efforts in Mexico. The data in this report were collected from local trade and government sources and are not necessarily official US Department of Agriculture (USDA) data. While every effort has been made to provide an accurate list of contacts, telephone and fax numbers change frequently in Mexico. Also, there may be other qualified firms in Mexico and the United States, and their exclusion from any lists or directories is unintentional. Neither the US Agricultural Trade Office nor the USDA endorses any firm contained herein. US exporters should take normal commercial cautions when dealing with any potential importer, including checking credit references.

With a population is 102.3 million, Mexico is the eleventh largest country in the world. The sheer size of this market allows for excellent opportunities for U.S. candy and confections exporters. There is a wide range of products focused toward different market sectors, among which children make up a key consumer group.

Advantages	Challenges
Due to proximity to the U.S. market, Mexican consumers recognize most U.S. brands and associate U.S.-made products with high quality and value.	Mexico is traditionally a price driven market, particularly in food purchasing decisions. Many lower-income consumers tend to purchase artisan fruit candy
U.S. producers implement advanced technology, use quality ingredients and offer product variety in attractive packaging.	Products must be adapted to the market. For example, the Mexican palate prefers a strong sweet-sour combination.
Increasing trend towards supermarket purchasing make entry into distribution channels more accessible.	
The country's high population of children and youths allows for a large potential target market.	

SECTION II. MARKET SECTOR OPPORTUNITIES AND CHALLENGES

a. Domestic Production

There are approximately 1,500 registered producers of candy and confections of all sizes in Mexico. Mexican candy manufacturers range in size from one-family micro companies to multi-national, internationally recognized corporations. These micro companies represent around 80-90 percent of the number of companies, but account for less than 40 percent of the total production value.

Local producers are the principal suppliers to this market and the main competitor to the United States. Driven by competition from imported candy products, Mexican companies have improved their technology in recent years. For example, many good quality, domestically processed food products are available in retail outlets at competitive and, in some cases, lower prices than those of comparative U.S. products. U.S. exporters should remember that Mexico is traditionally a price driven market, especially in food purchasing decisions.

Local competition is strong, but high transportation and finance costs, as well as a general reliance by food processors on imported equipment for the manufacture of their products, represents a weakness in the overall competitiveness of the industry; 80 to 90 percent of raw materials in this industry are sourced domestically, while 30 to 40 percent of production machinery and control equipment is imported from the United States and Europe.

With 60 percent of the market, Jalisco is one of the most active states in candy production. Based on official Mexican figures, the production of candy and confections increased 32 percent in volume in 1999, and 34 percent in 2000. In 2001 there was a two percent decrease from the previous year. Categories of these production figures include: candy and sweets; uncoated chewing gum, coated chewing gum and chocolate-based sweets.¹

Table 1: Mexican Production of Candy and Confections, 1999-2001
(Tons)

	1999	2000	2001
Production	124,424	131,476	125,170

Source: (National Association of Producers of Chocolates, Candy and Similar Foods)

b. Imports and Foreign Competition

Mexican imports of candy and confections increased from \$151.6 million in 1999 to \$155 million in 2002.

Table 2: Mexican Imports of Candy and Confections, 1999-2002
(U.S. Million Dollars)

Tariff Code Categories	1999	2000	2001	2002*
17.04- Sugar Confectionery (including white chocolate)	140.5	152.3	138.6	141.2
18.06- Chocolate and other food preparations containing cocoa	11.1	15.0	13.6	13.9
Total	151.6	167.3	152.2	155.1

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade), Departamento de Economía (Department of Economy). * Estimated

U.S. Exports To Mexico

Mexican imports of candy and confections from the United States increased 10 percent in 2001 and 39 percent in 2002.

Table 3: U.S. Candy and Confections Exports to Mexico, 1999-2002
(U.S. Million Dollars)

Import Code Numbers	1999	2000	2001	2002*
1704.1001-Chewing gum, whether or not sugar coated	3.5	7.2	11.7	16.3
1704.9099-Other sugar confectionery without cocoa	25.2	28.7	31.6	35.6
1806.3101-Other chocolate preparations, in blocks slabs or bars, filled	18.3	26.1	26.0	28.7
1806.3201-Other chocolate preparations, in blocks, slabs or bars, not filled	12.3	13.5	14.0	20.0
Total	59.3	75.5	83.3	100.7

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade), Departamento de Economía (Department of Economy). * Estimated

Other Foreign Competitors

Official Mexican import statistics listed 48 other countries as exporting candy and confections to Mexico. Export sales, by principal countries, and their respective market shares are listed below.

¹ All dollar values used in reporting Mexican data were calculated according to the average exchange rate of the peso against the dollar for each year: 9.7, 9.6, 9.2 and 9.7 pesos per one U.S. dollar for 1999, 2000, 2001 and 2002 respectively.

Table 4: Mexico Total Chewing Gum Imports, 1999-2002

(U.S. Thousands Dollars)

Countries	1999	2000	2001	2002*	Average Annual % Increase (99-02)	Market Share % (99-02)
United States	3,501,004	7,163,194	11,656,971	16,301,685	69.06	76.24
Chile	182,606	451,537	393,130	17,663	12.94	2.79
Guatemala	129,451	210,926	262,165	563,154	67.34	2.34
South Korea	128,109	195,327	79,598	98,228	5.54	1.41
Brazil	532	66,873	328,822	451,730	4299.73	1.28
Canada	101,494	8,241	57,263	295,269	306.20	1.00
Others	725,285	1,915,238	1,521,750	3,041,473	81.13	14.90
Total	4,768,481	10,011,336	14,299,699	20,769,202	66.00	100

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade), Departamento de Economía (Department of Economy). * Estimated

Table 5: Mexico Candy Imports, 1999-2002

(U.S. Thousands Dollars)

Countries	1999	2000	2001	2002*	Average Annual % Increase (99-02)	Market Share % (99-02)
United States	25,191,236	28,694,812	31,600,276	35,678,768	12.31	58.87
Spain	2,495,217	3,339,536	3,447,656	4,898,186	26.38	6.76
Colombia	745,805	3,047,721	3,734,343	3,067,888	104.44	4.88
Ecuador	1,824,022	2,582,782	2,439,684	3,643,783	28.47	5.01
South Korea	1,999,922	1,164,372	2,817,161	4,361,564	51.66	4.77
Costa Rica	2,590,619	1,515,768	890,285	448,454	-44.12	3.05
Chile	207,384	1,065,378	1,435,091	1,317,088	146.73	1.82
Others	3,574,018	3,784,248	14,472,015	11,615,053	89.52	14.81
Total	38,628,223	45,194,617	60,836,511	65,030,777	19.50	100

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade), Departamento de Economía (Department of Economy). * Estimated

Table 6: Mexico Filled Chocolate Imports, 1999-2002

(U.S. Thousands Dollars)

Countries	1999	2000	2001	2002*	Average Annual % Increase (99-02)	Market Share % (99-02)
United States	18,323,186	26,080,207	25,956,443	28,694,825	17.47	70.46
Canada	3,540,189	4,096,551	2,873,372	3,480,603	2.33	10.30
Italy	1,189,203	1,605,842	3,345,833	3,607,681	50.40	6.66
Brazil	424,925	824,876	1,123,869	605,244	28.07	2.10
Germany	261,908	363,472	592,251	1,086,518	61.72	1.55
Belgium	103,913	333,975	523,562	707,310	104.42	1.10
Austria	13	48,672	889,537	80,466	125,312.22	0.68
Others	1,402,529	3,195,289	1,819,706	3,920,352	66.73	7.12
Total	25,245,866	36,548,884	37,124,573	42,182,999	19.99	100

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade), Departamento de Economía (Department of Economy). * Estimated

Table 7: Mexico Total Chocolate Imports (Not Filled), 1999-2002
(U.S. Thousands Dollars)

Countries	1999	2000	2001	2002*	Average Annual Increase (99-02)	Market Share % (99-02)
United States	12,315,782	13,537,859	13,967,262	20,015,414	18.79	62.62
Chile	1,416,267	3,129,169	4,656,576	4,355,043	54.42	13.69
Canada	1,736,146	2,621,580	2,683,691	2,971,314	21.36	10.50
Switzerland	395,678	663,640	903,446	799,879	30.79	2.85
Argentina	269,020	105,832	596,773	155,148	109.74	1.20
Austria	4,544	23,950	501,483	32	773.65	0.53
Others	1,929,837	871,197	1,993,571	3,711,126	53.37	8.57
Total	18,067,274	20,953,227	25,302,802	32,007,956	21.07	100

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade), Departamento de Economía (Department of Economy). * Estimated

Domestic Consumption

Price is an important factor in candy and chocolate purchasing decisions; the higher income brackets account for most candy and chocolate consumption. But, as in the U. S., children and youths, being the biggest consumers, are the key segment across income brackets.

Table 8: Population Age Groups

Age Groups	Population
0 – 9	21,850,480
10-19	20,728,628
20-29	17,228,877
30-39	13,489,061
40-49	9,266,924

Source: Instituto Nacional de Estadística, Geografía e Informática-INEGI (National Institute of Statistics, Geography and Informatics).

Some important Mexican holidays that U.S. Exporters should keep in mind when marketing their products: January 6 (Día de Reyes), February 14 (Valentine's Day), April 30 (Children's Day), November 2 (Day of the Dead) and December 24 (Christmas Eve). It is customary to give presents, chocolates and candy on these days, as well as for children's birthday parties, where piñatas are filled with sweet treats. U.S. chocolates are preferred over candy. Mexican consumers prefer sweet and spicy taste combinations.

Market Structure

The Mexican retail sector is the most significant buyer of candy and confectionary products in Mexico. Roughly 55 to 60 percent of all candy and confection sales are made through major retail chains, and 35-40 percent are sold through the *Central de Abasto* /mom and pop store (*abarrotes*) stores. The remaining five percent is sold via hotels and restaurants. The organized part of this sector is represented by the large retail chains and convenience stores, which for the most part, are well organized, use modern retailing and marketing techniques and face fierce domestic competition. These retail chains and stores account for about 50 to 55 of total retail sales in Mexico. The leading retail companies are members of the Asociación Nacional de Tiendas de Autoservicio y Departamentales-ANTAD (National Association of Retail and Department Stores), except for the Wal-Mart companies. Mom and pop stores represent the traditional retail system and are a viable distribution channel for candy and confections, accounting for approximately 50 to 45 percent of total retail sales.

In a random store check conducted in the Mexico City Metropolitan Area, the following candy and confections brands/suppliers from the United States were identified:

Chocolate:

MM/Mars: (M&Ms, Snickers, Milky Way, 3 Musketeers, Twix)
 Nestle: (Crunch, Butterfinger)
 Hershey Chocolate USA: (Almond Joy)
 Brown & Haley: (Almond Rocks)
 Elmer Candy Corp.: (Assorted chocolates)

The Estee Co.
 Murray Sugar Free Candies
 Brack & Brock: (Butterscotch disks)
 Mars: (Starburst, Skittles)
 Harvest: (Sour Gummy Bears)

Candy:

Hershey Chocolate USA: Jolly Rancher
 Nabisco Inc.: (Gummi Savers)
 Golightly Candy Co.: (Eda, Golightly)
 Cumberland Packing Corp.: (Sweet'n Low Candies)

SECTION III. ENTRY STRATEGY**a. Business Culture**

The best way to understand the Mexican market is visiting the country and talking to buyers, retailers, distributors and other players in order to prepare a more effective entry strategy. U.S. exporters must do their research not only in terms of typical market research, but also finding appropriate business contacts and thoroughly reviewing Mexican import regulations in order to successfully seize market opportunities and overcome market challenges. An affordable way to investigate the market is to participate in and/or attend Mexican trade shows, particularly U.S. Pavilions organized by the Agricultural Trade Office (ATO) at selected shows. A show can serve as a way to contact local distributors/sales agents, buyers and businessmen, and to become familiarized with local competition. In the case of new-to-market companies, be prepared to provide support for in-store and media promotions to familiarize consumers with your products.

Several important points should be recognized in order to have success in the market:

- *Business is generally conducted in Spanish.* Though many educated Mexicans speak English, many professional business people (potential key contacts) do not. Assume business and communication will be conducted in Spanish and have a translator, or better yet, a person working for you that speaks Spanish.
- *Personal face-to-face communication is critical.* Personal contact with buyers is essential to initiate business relations in Mexico; a fax or an email is not considered reliable or appropriate for initial communication and will often be completely ignored. A business that is serious about sales will need to visit the market in person to explore the opportunities for their product and develop personal contacts. Follow-up by email or fax is appropriate, but having an in-country representative or making periodic personal visits is also important.
- *Importers/distributors are a key component to export sales in Mexico.* Finding a good importer/distributor in Mexico is a critical part of success in exporting to Mexico. A good distributor should promote sales and make sure that the imported products are available at points of sale. Importers/distributors serve as a link to buyers and in-country representatives, have the expertise to handle complicated regulations and can trouble-shoot problems that imports can face at the border. Avoiding these key links in the distribution process to save money will almost always result in a loss of resources.

b. Trade Services Available and Events

U.S. firms should consider using a variety of marketing tools to effectively distribute their products in Mexico. These promotional activities could include:

- Participating in trade shows,

- Advertising in media such as billboards, radio and TV,
- Using in-store promotions, free samples, recipe cards and other forms of direct merchandising for new-to-market products
- Preparing brochures and promotional materials in Spanish,
- Obtaining a local sales representative, and
- Hosting technical seminars to inform end users, distributors and retailers of new technologies, innovations and product advantages.

The Agricultural Trade Offices in Mexico, Mexico City and Monterrey, provide services to help you access the market. In addition to sponsoring U.S. Pavilions (see below) the office can provide information about local distributors and contacts, and can arrange services from a contractor who can set up individual in-country meetings for you for a fee. These contractors, referred to as Ag Aides, can provide a link to distributors and retailers of candy and confections in Mexico. For more information on available services, or to connect with our Ag Aides, please contact our office in Mexico City or Monterrey (See contact information in Section V).

Trade Events

Confitexpo 2003

When: July 29 to August 1, 2003

Where: Expo Guadalajara Convention Center, Guadalajara, Mexico

Contact: Rosa Maria Rivera, U.S. Agricultural Trade Office (ATO)-Mexico City

Tel: (011-5255) 5280-5291; **Fax:** (011-5255) 5281-6093

Email: rosa.rivera@usda.gov

Show Type: Annual event directed to promoters, wholesalers and retailers of candy products organized jointly by Grupo Gefec, S.A. de C.V. and the publication "*Dulcelandia*."

Expo Golosinas 2004

When: January 21-23, 2004

Where: The Polyforum, León, Guanajuato, Mexico

Contact: Graciela Diaz or Jose Maria Herrera

Tel: (011-5255) 5574-5696; **Fax:** (011-5255) 5564-0329, 5262-7029

Show Type: Annual trade event for promoters, wholesalers and retailers of candies, snacks, delicacies, cookies and similar goods organized by Grupo Gefec S.A. de C.V. and the publication "*Mayoreo y Distribución*."

ANTAD 2004

When: March 12-14, 2004

Where: Expo Guadalajara Convention Center, Guadalajara, Mexico

Contact: Carlos Zertuche, U.S. Agricultural Trade Office (ATO)-Mexico City

Tel: (011-5255) 5280-5291; **Fax:** (011-5255) 5281-6093

Email: carlos.zertuche@usda.gov

Show Type: Mexico's largest retail and supermarket show

Trade Publications:

Some of the leading trade magazines and general business publications in Mexico are:

- "*Dulcelandia*," a monthly publication on the Mexican candy and confections sector published by Producciones Manila, S.A. de C.V., contact: Ms. Graciela Diaz, Tel: (011525) 5574-5696; Fax: (011525) 5564-0329, 5262-7029.
- "*Mayoreo y Distribucion*," a publication focused for retailers and wholesalers of candy, confections and snacks published monthly by Producciones Manila, S.A. de C.V.; contact: Ms. Graciela Diaz, Tel: (011525) 5574-5696; Fax: (011525) 5564-0329, (011525) 5262-7029.

- **"Business Mexico,"** published monthly in English by the American Chamber of Commerce of Mexico-Tel: (011-5255) 5724-3800 ext. 3335, Fax: (011-5255) 5703-2911, contact: Diane Hemelberg de Hernandez, Editor or Cristina Bustos, Advertising Dept.
- **"MB,"** published monthly in English by Hemisphere Publishers Group Inc., contact: Lorena Jimenez, Advertising Director, Tel: (011-5255) 5540-7977 and Fax: (011-5255) 5202-8478.
- **"El Asesor,"** a business weekly for Mexico City and Monterrey published in Spanish published by Crain Communications, S. de R.L. de C.V., contact: Sales Dept., Tel: (011-5255) 5563-0341 X103 and Fax: (011-5255) 5611-3829

SECTION IV. IMPORT REQUIREMENTS²

a. Tariffs and Taxes

All import tariffs for the following candy and confection products are zero as of January 1, 2003

1704.1001	-Chewing gum, whether or not sugar coated
1704.9099	-Other sugar confectionery without cocoa
1805.3101	-Other chocolate preparations, in blocks slabs or bars, filled
1805.3201	-Other chocolate preparations, in blocks, slabs or bars, not filled
1806.9099	-Other chocolate and food preparations containing cocoa

Mexico has a 15 percent value-added tax (VAT, or IVA in Spanish). Mexican Customs collects the VAT on foreign transactions upon entry of the merchandise into the country. Customs brokers use the total figure to calculate their fees, which are usually 0.5 percent, on average, plus any storage and handling fees.

b. Import and Health Certificates and Non-Tariff Requirements

Under NAFTA, Mexican imports of candy and confections do not require special import permits. The basic Mexican import document is the Pedimento de Importación (customs entry document), which should be presented to Mexican Customs together with the commercial invoice in Spanish, a bill of lading and the Sanitary Import Notice. Products qualifying as "North American" must use the NAFTA certificate of origin to receive preferential treatment. This form is available from the U.S. Customs Service, freight forwarders, local U.S. Chambers or State Departments of Agriculture, and does not have to be validated or formalized. Mexican Customs Law is very strict regarding proper submission and preparation of customs documentation. Errors in paperwork can result in fines and even confiscation of merchandise as contraband. Exporters are advised to employ competent, reputable Mexican importers or custom brokers.

c. Labeling

Imported products to be sold at retail must be labeled according to Mexican government specifications. Labeling is subject to a national regulatory requirement termed a "NOM." The principal NOM for candy and confections labeling, both from local production and foreign sources, is NOM-051-SCFI-1994. Some U.S. suppliers choose to develop special packaging for the Mexican market. At a minimum, a label must be affixed to each package of the imported product prior to entering the country. All the information on the label must be in Spanish and must include the following data:³

² For a detailed study of Mexican Regulations for Exporting/Border Crossing, the Mexico Exporter Guide and Guide to Service Providers in Mexico see reports MX1205, MX2137 and MX2121 on FAS-USDA site: <http://www.fas.usda.gov/scripts/attacherep/default.asp>.

³ For additional information on labeling NOMS, interested exporters can see Labeling Regulations report MX1223 on FAS-USDA site: <http://www.fas.usda.gov/scripts/attacherep/default.asp>; or they can directly review NOMS: 002-SCFI (Prepackaged products; net content; tolerances and verification methods), 008-SCFI (General system of measurement units) and 030-SCFI (Commercial information-quantity statements and specifications in labels) in the Ministry of Economy's Internet site: <http://www.economia-noms.gob.mx>.

- | | |
|---|--|
| -Country of origin
(i.e., Producto de EE.UU.) | -Ingredients |
| -Importer's name, address
and RFC number (taxation number) | -Producer's name and address |
| -Commercial/brand name | -Product description in Spanish |
| -Exporter's name and address | -Preparation and handling instructions |
| -Product description in English | -Date of expiration |
| | -Special warnings |
| | -Net weight in metric units |

d. Cargo Unloading, Transport and Storage Fees

Cargo unloading fees vary depending on the weight, number of pieces, type of merchandise and location. These fees are usually charged according to pre-established tables. However, whenever possible, shippers should compare prices between service providers. In general, cargo-unloading fees in Mexico are slightly higher than those in the United States for comparable services.

Trucks are the most reliable method of delivery within Mexico, accounting for approximately 60 percent of cargo volume. Trucking companies cannot bring merchandise directly from the United States to Mexico. A U.S. trucking company drives the shipment to the border and transfers its trailer to a Mexican rig. The best way to ship by truck is to use an internationally bonded carrier that has relationships with Mexican carriers. Mexican trucking companies generally determine their fees by mileage or distance, weight and type of merchandise. Practically all transport companies/freight forwarders offer a basic insurance plan which covers transport and handling of cargo. When selecting a transporter it is recommended to check their claim history and complaints they might have received. While shippers will find that truck transportation is more expensive than "Container in Flat Car" (COFC) or "Trailer Flat Car" (TOFC), in general, transport fees are lower in Mexico by as much as 10 percent.

Warehousing costs vary depending on the space required and any specific product needs. Warehousing fees follow general market trends of supply and demand; however, it is advisable to compare prices, facilities and reputation, and negotiate before contracting. Average warehouse rental fees in Mexico City are around \$3.60 m2, per month; \$3.00 in the Guadalajara area and approximately \$3.20 per m2 in Monterrey and surrounding areas. In bond storage facilities are a popular storage method used by exporters by which duties are paid on the items stored until they are released from the facility for distribution in the market. Any merchandise placed in a warehouse should be insured. A basic insurance policy can be secured from the warehouse administrator or a more comprehensive policy from a private insurance company.

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

U.S. Agricultural Trade Office, Mexico City, Mexico

Bruce Zanin, Director
Jaime Balmes No. 8-201
Col. Los Morales Polanco
11510 México, DF
Tel: (011-5255) 5280-5291
Fax: (011-5255)-5281-6093
E-mail: atomexico@usda.gov
<http://www.fas-la.com/mexico>

U.S. Agricultural Trade Office, Monterrey, México

Daniel Martínez, Director
Oficinas en el Parque Torrell
Blvd. Díaz Ordaz No. 140, Piso 7

Col. Santa María
64650 Monterrey, Nuevo León
Tel: (011-5281) 8333-5289
E-mail: atomonterrey@usda.gov

Secretaria de Salud (Health Secretariat)

Sanitary Qualification Office
Donceles 39-PB
06010 Mexico, D.F.
Tel: (011-5255) 518-2692; <http://www.ssa.gob.mx/nom/index.html>
Contact: Dr. Jose Meljem Moctezuma, Director
Office of the Health Secretariat that regulates specific NOMS on health related issues.

Secretaria de Comercio y Fomento Industrial-SECOFI Direccion de Normas

(Secretariat of Commerce and Industrial Promotion, Norms Office)
Puente de Tecamachalco 6; Lomas de Tecamachalco
53950 Edo. Mexico
Tel: (011-5255) 229-6100-X4158; <http://www.secofi.gob.mx>
Contact: Lic. Jorge Hernandez, Direccion de Normas.
The Secretariat of Commerce and Industrial Development (SECOFI) is charged with a wide range of duties including: registration of all licensing agreements; granting import licenses and controlling foreign trade; general investment incentive policies; authorization for plant construction; regulating consumer product labeling and advertising; and examinations necessary for patent and trademark grants. This office of SECOFI issues the norms on quality and labeling.

Secretaría de Comercio y Fomento Industrial-SECOFI

Informacion Comercio Internacional
(Secretariat of Commerce and Industrial Promotion, Foreign Trade Information)
Alfonso Reyes 30-PB; Col. Hipodromo Condesa,
06710 Mexico, D.F.
Tel: (011-5255) 229-6100-X3395 & 4949; <http://www.secofi.gob.mx>
Contact: Rocio Ruiz Chavez, Director
Office of SECOFI that provides general information related to NAFTA.

American Chamber of Commerce-AMCHAM

Lucerna 78 – 4
Col. Juarez
06600 Mexico, D.F.
Tel: (011-5255) 141 3800; Fax: (011-5255) 703-2911
e-mail: gdaeaton@amcham.com.mx
Contact: Gary Deaton, Director, International Trade and Investment Consulting
A non-profit organization, which groups U.S., companies in their business activities in Mexico.

**Asociacion Nacional de Fabricantes de Chocolates, Dulces y Similares, A.C.
(National Association of Producers of Chocolates, Candy and Similar Foods)**

Manuel Ma. Contreras 133-301
06500 Mexico D.F.
Contact: Lic. Noe Lecona, Manager
Tel: (011-5255) 546 - 0974, 5546-1259;
Fax: (011-5255) 592-2497
E-mail: asocchoco@infosel.net.mx
Web page: aschoco.org.mx

Camara Nacional de la Industria de Transformacion CANACINTRA-Seccion de Dulces, Chicles y Chocolates

(National chamber of Processing Industries–Candy Manufacturers Section)

San Antonio 256

Col. Ampliación Nápoles

03849 Mexico, D.F.

Tel: (011-5255) 563 3400

Contact: Lic. Nelida Silva, General Manager

This chamber groups candy producers of Mexico City Only. They have a database of Mexican candy producers at the national level which they sell.

Asociacion Nacional de Tiendas de Autoservicio y Departamentales-ANTAD (National Association of Retail and Department Stores)

Horacio 1855-6; Col. Polanco

11560 Mexico D.F.

Tel: (011-5255) 580-1772, (011-5255) 580-0641, Fax (011-5255) 395-2610

www.antad.org.mx

Contact: Patricia Uranga